

EXECUTIVE SUMMARY

According to publicity of RISKESDAS (2018) and publicity of Asosiasi Hippindo (2019), it is suggested that there is strong correlation between the revenue growth of fast food business towards the obesity level and impact in DKI Jakarta. In their survey, RISKESDAS highlighted that DKI Jakarta has the second highest obesity rating, with an estimated total obese sufferer exceeding the national index at 29.8%, while on a national scale the number of national populations over 18 years who have obesity has touched 21.8 %, whereas previously it was only 14.8% in 2013. Interestingly, as obesity are gradually becoming the new normal; Nielsen's "Global Health and Wellness Report" (2016) mentioned that the awareness and interest for healthier diet and lifestyle were initially demanded by among Jakarta population even though; the access to commercial served healthy food are still scars that leads people back to consume junk food (Qraved, 2016).

FitFood is a food services company focusing on healthy and diet meals, to help solving the obesity issue by providing; (i) Familiar taste of healthy food menu; (ii) Quick serving product; (iii) Calories measured intake product; and (iv) Competitive pricing product. FitFood provides a value proposition in the form of services that are: (i) Singture Dish Presentation (ii) Nutrition Complete; (iii) Healthier Diet; (iv) Medium range pricing and (v) Easy to collect. Our Business activities are planned and managed to provide middle to large customer segments where we provide product quality standardization and controlled through our central kitchen. Additionally, as our goal is to achieve exponential growth for mass market adoption; The corporate strategic method that our company implement will focus on OCL and Digitalization of process. As one the example through large acquisition and cloud kitchen.

There are approximately 32,678,423 people in the Jabodetabek region in the year of 2019. It is estimated that approximately 535,312 people from the population are FitFood' potential customer. The healthy segment growth is estimated to grow 8% before 2024 as result the potential will reach around 728,2861 in 2024.